

Detroit Entrepreneurship Institute, Inc. presents...

# The "Lunch Biz" Club Winter Workshop Series

*"Unleashing Michigan's Entrepreneurial Revolution"*

**Winter 2009**

**Classes start January 28, 2009**

[The "Lunch Biz" Club Info.](#)

[Do It Yourself Marketing for Small Businesses](#)

[Managing A Business In Tough Economic Times](#)

[Creative Thinking for Entrepreneurs](#)

[Creating A Website](#)

[Protecting Your Ideas](#)

[Introduction to Quickbooks](#)

[Finding Your Money](#)

[REGISTRATION & REFUND POLICIES](#)

[REGISTRATION FORM](#)

1010 Antietam

Detroit, Michigan 48207  
313-877-9060

## Greetings!

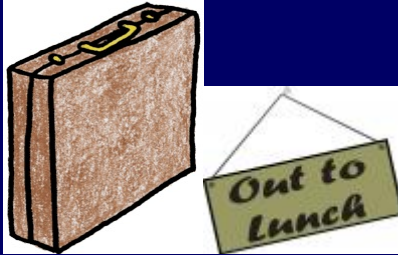
Entrepreneurs, please join us for this dynamic workshop series.

This is an opportunity that you will not want to miss. The "Lunch Biz" Club provides business expertise designed to help you develop solid strategies for your business' growth and survival in today's economy. You will learn from business experts and exchange ideas with other business owners.

Sincerely,

Cathy McClelland  
President & CEO

### The "Lunch Biz" Club Workshop Series Info.



11:30 a.m. to 1:30 p.m.

*(Time may vary for some seminars)*

Every Wednesday

January 28, 2009 through March 25, 2009

Detroit Entrepreneurship Institute, Inc. (DEI)  
1010 Antietam Avenue  
Detroit, Michigan 48207

Email Contact: [darmstead@deibus.org](mailto:darmstead@deibus.org)



Workshop Fees: \$15.00 - includes lunch, training materials & free parking!

\*\*\*Participants Must RSVP one week prior to the workshop date! Limited Seating!

## Do It Yourself Marketing for Small Businesses -

### DIY Marketing Tool Box "Small Businesses Roll Up Your Sleeves!"

Lack of resources and a big marketing budget is not necessarily a hindrance in developing ideas to market your products and services. This workshop will provide you with ideas and techniques on how your marketing dollars can work twice as hard for you. You will leave with a tool box that equips entrepreneurs with the ability to do their own public relations and marketing. Including great tips on creating your own press releases; how to get your business noticed and on television; develop an identity and brand that people will remember. In this competitive business environment DIY marketing is a must.

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**Wednesday, January 28, 2009 - 11:30 A.M. - 1:30 P.M.**  
(Training Materials)

ough Economic Times





One of the challenges of being in business is surviving the tough times. This workshop has strategies to help you manage and grow your business in an economic downturn. Included is information on streamlining operations, maintaining staff and customer confidence, managing finances and cash flow, and spotting opportunities. When a downturn threatens, you need to take decisive steps to understand the situation and what it means for the future survival of your business. Planning for a downturn helps you to maximize opportunities and prepare your business to survive and thrive in all circumstances. Economic downturns present opportunities for companies prepared to look. The best prepared businesses to come through the bad times reenergized and fit for the future.

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**Wednesday, February 4, 2009 - 11:30 A.M. - 1:30 P.M.**  
(Includes Lunch and Training Materials)

## Creative Thinking for Entrepreneurs



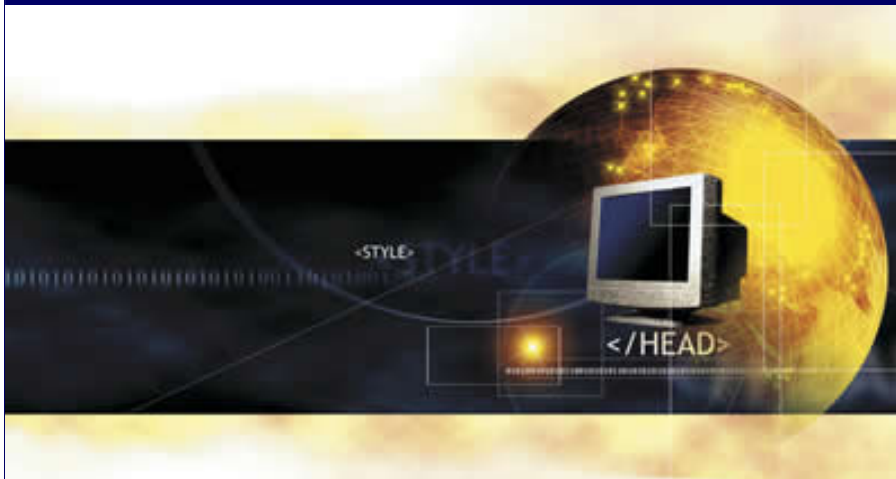
Successful business owners understand the importance of preparing for the future. Business survival dictates that entrepreneurs think creatively, collaboratively and that they remain entrepreneurial. This workshop will help entrepreneurs focus on three critical areas: Creativity - generating new ideas, evaluating them effectively,

taking action to turn them into new products and services. Collaboration - connecting and working with partners, clients, and other significant players in your network, which will probably be scattered across the globe and contain more 'virtual' relationships than face-to-face ones. Entrepreneurship - identifying opportunities in the marketplace and using business skills to turn ideas into products into profits.

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**Wednesday, February 11, 2009 - 11:30 A.M. - 1:30 P.M.**  
(Includes Lunch and Training Materials)

## Creating a Web Site While Becoming a Web Guru



This three week (9 hour) website development workshop series is designed to teach the elements of how to design, develop, publish and promote a web page. It introduces important web development concepts, methods, techniques and tools. There are many tools which will enable you to create clear, effective Websites. As you actually create your website under the direction of a Website design expert, you will gain an understanding of effective websites; fit your concept into a process of design and have fun creating your website! Attend this fun and empowering workshop and become a "Web Guru". By the end of the third session you can actually have a website ready for the Internet!

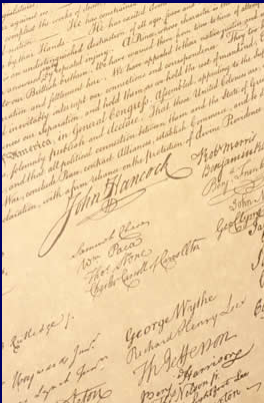
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***The "Creating a Website While Becoming a Web Guru" is a three week (9 hour) series with sessions on***  
**Wednesdays, February 18, 25, and March 4, 2009 - 11:30 a.m. - 2:30 p.m.**

(pays for all three weeks, and includes Lunch and Training Materials!)

Additional fees for domain name registration and web hosting services. Participants must register for the entire three week series.

## Protecting Your Ideas: Understanding Patents, Trademarks, and Copyrights



Patents, trademarks, copyrights, and trade secrets are "intellectual property" - referring to products that come from the creative mind. Intellectual property is imagination made real. Intellectual property is an asset just like your home, your car, or your bank account. This workshop will teach you about legally protecting your intellectual property, and provide you with copies of the documents and forms every entrepreneur will need.

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**Wednesday, March 11, 2009 - 11:30 A.M. - 1:30 P.M.**  
(Includes Lunch and Training Materials)

## Introduction to QuickBooks Accounting Program for Business Owners



QuickBooks is designed for the small to mid-sized business owner who needs an easy, but traditional approach to accounting. Learn how this well-designed program can make it a snap to set up a chart of accounts, reconcile your checking account, create and print invoices, receipts, and statements, track your payables, inventory, and receivables, create estimates, and generate reports. This workshop includes a knowledgeable and caring instructor who will guide you through your lessons, facilitate discussions, and answer your questions.

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**March 18, 2009 - 11:30 A.M. - 2:30 P.M.**  
(Includes Lunch and Training Materials)

## Finding Money for Your Small Business

Course Description

Secure your business's future using the right SBA loan, bank loan, micro-loan or equity financing for your business. When it comes to your chances of receiving financing and doing it right, "Finding Money for Your Small Business" provides you with the answers you need. It helps you find ways to combine various types of financing and shows you how to get the money you need. You will learn:

- \*How to get a bank or micro-loan
- \*How to make a better business presentation
- \*How to get attention with your business plan
- \*How to choose a professional team
- \*How to value your business
- \*How to find potential investors

With the information included in this workshop, raising money just got easier!

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**Wednesday, March 25, 2009 - 11:30 A.M. - 1:30 P.M.**  
(Includes Lunch and Training Materials)

## **Lunch Biz Registration & Refund Policies**

### **Registration Opportunities**

#### **BY PHONE:**

Call (313) 877-9060,  
Tuesday, Wednesday & Thursday,  
8:30AM-4:30PM.

#### **IN PERSON:**

Register Tuesday through Thursday,  
8:30AM-4:30PM

#### **BY MAIL:**

Mail registration form and check to:  
Detroit Entrepreneurship Institute  
1010 Antietam  
Detroit, MI 48207

#### **BY FAX:**

Fax registration form to:  
(313) 877-9058

### **Class Refunds**

#### **One Session Class:**

Requests for refunds must be made by 12:00 Noon the day prior to the class. If you call past this deadline, you may receive a credit toward a future class. No credit or refund will be issued after the class has met.

#### **Multiple Session Class:**

Refunds will only be given prior to the second session. Participants will be charged for the first session.

\*All cancelled classes incur a \$5.00 processing fee.

### **Class Cancellations**

Please register early to decrease class cancellation due to insufficient participation. If class is cancelled due

to insufficient enrollment, you will be notified, and a full refund or class credit will be given.

Cancellations due to inclement weather:

Classes will be cancelled if the Detroit Public Schools are closed due to snow emergency. Please call (313) 877-9060, our main number to confirm.

Classes cancelled due to inclement weather will be rescheduled or a credit will be issued when the office reopens.

**\* Reminder: Your lunch and training material fees are included in the \$15.00 per session fee.**

## **Lunch Biz Registration Form**

**Class or Classes you are registering for:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Registrants Name:** Last \_\_\_\_\_ First \_\_\_\_\_

**Address** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Day Phone** \_\_\_\_\_ **Evening Phone** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Payment Method Options:**

\_\_\_\_ Check Payable to Detroit Entrepreneurship Institute

\_\_\_\_ Visa \_\_\_\_ MasterCard

**Credit Card#** \_\_\_\_\_ **Exp.** \_\_\_\_\_ **CID#** \_\_\_\_\_

The Card Identification (CID) for your credit card is the last three numbers are generally printed on the signature panel on the back our your credit card immediately following your credit card account number.

**Name on the Credit Card** \_\_\_\_\_

**Signature** \_\_\_\_\_



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